PROJECT NUMBER: 2305
PROJECT TITLE: Flavor Development-Brand Modification-Menthol/Distinctive
PROJECT LEADER: H. M. Maxwell
PERIOD COVERED: January, 1989

I. ALTERNATIVE FLAVORS:

A. Objective: To identify and qualify alternative sources for flavoring materials.

B. Status: Results of each replicate POL testing of alternative Jonex indicate no difference for each test. Specifications are being determined.

C. Plans:

Recommend Qualification of the Alternative Jonex	January, 1989

II. PROJECT MOOG:

A. Objective: To develop the expertise to produce cigarettes that are subjectively equivalent to Salem, Newport and Kool.

B. Status: A K-type POL test was remade in Semi-works. Cigarettes are being overtipped. A POL is being requested for the S-type model.

C. Plans:

K-type POL Shipment	January, 1989

III. MENTHOL RELEASE COMPOUND:

A. Objective: To develop a mentholated charcoal filtered cigarette utilizing a menthol release compound. Also, to apply menthol release technology to other areas.

B. Status: Cigarette production utilizing MGC application via direct chimney application is scheduled in Semi-works. MGC and Polymic are being considered in other programs.

C. Plans:

Cigarette Remake (MGC)	January, 1989

IV. ALTERNATE HUMECTANT PROGRAM:

A. Objective: To develop the capability to produce cigarettes that are propylene glycol and glycerin free, while maintaining product subjective integrity.

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B. **Status**: Cigarettes with casing modifications were made in Semi-works with modified flavor systems designed to improve subjective characteristics of PG/G-free cigarettes. Subjective evaluations of 100% PG/G-free ES and DIET cigarettes are in progress to requalify those materials for testing.

C. **Plans**:

PG/G-free POL	April, 1989

V. **PROJECT LEVO**:

A. **Objective**: To determine the subjective differences between natural and synthetic menthol, and identify techniques to lessen PM dependence on natural menthol.

B. **Status**: Flavor development work, utilizing menthol isomers and analogous compounds, is in progress. Another POL testing 100% synthetic versus 100% natural menthol is being requested.

VI. **LOW TAR CIGARETTE DEVELOPMENT**:

A. **Objective**: To improve subjective attributes of ultra-low tar cigarettes.

B. **Status**: Testing of models is in progress on the North Complex Panel. Additional models were made to slightly reduce puff count. Analyses are in progress. This program is being merged into the Merit Super Lights program. Models will be made incorporating flavors developed for that program.

C. **Plans**:

Evaluate Cigarettes with Reduced Puff Count	January, 1989
Flavor Optimization	Ongoing

VII. **PROJECT GRAIN**:

A. **Objective**: To significantly reduce alcohol levels in PM flavor systems, while maintaining product subjective integrity.

B. **Status**: Aftercut flavors were processed at Twentieth Street without appreciable anethole lose. Control and test cigarettes, with treated aftercut, were made in Semi-works. Analytical and subjective evaluations are in progress.

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